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as a CSR strategy

20: Implementing profitable CSR: the CSR 2.0 business compass 21:

CSR 2.0: the evolution and revolution of corporate social responsibility;

Further reading; Index

Sommario/riassunto

Corporate Social Responsibility, Sustainability and Corporate Citizenship are now essential elements of modern business. Responsible Business is a vital "how to" guide providing information on all aspects of the CSR process. This highly accessible book is full of insights from those responsible for implementing CSR strategy inside companies - whether as CSR managers or at top management level - with coverage of all the important aspects of CSR - from what a sustainability manager's job involves, how to handle stakeholder dialogue, supply chain management to auditing, CSR and the law,
